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ASSIGNEE CERTIFICATE UNDER 37 C.F.R. 3.73(b)

Technology Center 2600

Nielsen Media Research, Inc., a corporation duly organized under the laws of Delaware, and having its principal place of business at 275 Patricia Avenue, Dunedin, Florida 34698-8190, United States of America, hereby certifies that it is the owner of all right, title, and interest in the above-identified application, by virtue of a Chain of Title from inventors David H. Harkness, Daozheng Lu, William A. Feininger, and Craig M. Smithpeters, of the above-identified application to the current assignee as follows:

- a. From: David H. Harkness and Daozheng Lu, William A. Feininger, and Craig M. Smithpeters; To: Nielsen Media Research, Inc.

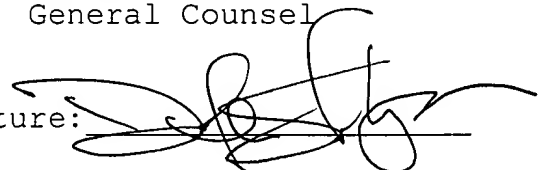
The assignment document is attached hereto.

I am empowered to sign this certificate on behalf of the assignee, Nielsen Media Research, Inc.

Date: 1/03/02

Name: David A. Schwartz-Leeper

Title: Senior Vice President and
General Counsel

Signature: 

KATTEN MUCHIN ZAVIS
PATENT ADMINISTRATOR
525 West Monroe Street
Suite 1600
Chicago, Illinois 60661-3693
Facsimile: (312) 902-1061

ASSIGNMENT

FOR VALUE RECEIVED, WE David H. HARKNESS, Daozheng LU, William A. FEININGER, and Craig M. SMITHPETERS hereby sell, assign, transfer and convey unto NIELSEN MEDIA RESEARCH, INC., a corporation of Delaware having a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076, its successors, assigns and legal representatives (hereinafter called the "Assignee"), the entire right, title and interest, for all countries, in and to certain inventions relating to DETECTION OF MEDIA LINKS IN BROADCAST SIGNALS and described in an application for Letters Patent of the United States by us on September 19, 2001, Application Serial No. 09/955,691,

and in and to said application, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted, thereon, and all reissues and extensions thereof, and all applications for Letters Patent or other grants of protection of proprietary rights including, but not limited to, inventor's certificate, utility model, utility certificate, patent of importation, registration of patent and industrial design registration which may be filed, and which may be granted, upon said inventions in any countries or regions foreign to the United States, and all reissues, renewals and extensions thereof, and in and to any know-how, trade secrets, trade dress, copyrights, designs, or other intellectual property reasonably related to said invention; and we hereby authorize and request the Commissioner for Patents and Trademarks of the United States, and all officials of countries or regions foreign to the United States having authority so to do, to issue all such Letters Patent or other grants of protection upon said inventions to the Assignee or to such nominees as it may designate.

AND we authorize and empower the said Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by a convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

AND we hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file or like document which may be required in any country or region for any purpose and more particularly in proof of the right of the said Assignee or nominees to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

AND we hereby covenant that we have the full right to convey the entire right, title and interest herein assigned and that we have not executed and will not execute any agreement in conflict herewith.

AND we hereby covenant and agree that we will communicate to said Assignee or nominees all facts known to us pertaining to said inventions, and testify in all legal proceedings, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and declarations and in general perform all lawful acts necessary or proper to aid said Assignee or nominees in obtaining, maintaining and enforcing all lawful patent or other grants of protection of said inventions in any and all countries and regions.

WITNESS our hands this 6th day of Sept, 2001.

State of _____

} ss

County of _____


David H. Harkness

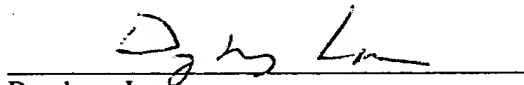
On this ____ day of _____, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared David H. Harkness, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: _____

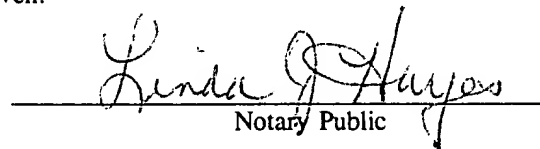
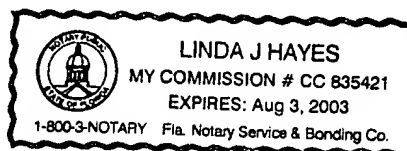
Notary PublicWITNESS our hands this 29 day of August, 2001.State of Florida

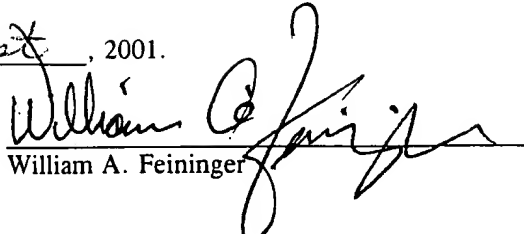
} ss

County of Pinellas
Daozheng Lu

On this 29 day of August, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared Daozheng Lu, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

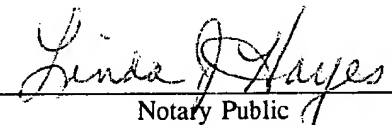
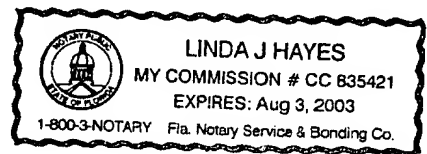
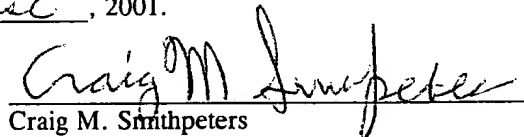
WITNESS my hand and seal the same day and year last above given.

My Commission Expires: Aug 3, 2003
Notary Public

WITNESS our hands this 29 day of August, 2001.State of FloridaCounty of Pinellas } ss
William A. Feininger

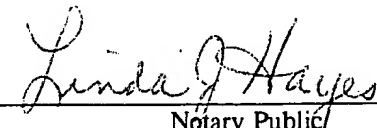
On this 29 day of August, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared William A. Feininger, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: Aug. 3, 2003
Notary PublicWITNESS our hands this 29 day of August, 2001.State of FloridaCounty of Pinellas } ss
Craig M. Smithpeters

On this 29 day of August, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared Craig M. Smithpeters, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires: Aug 3, 2003
Notary Public